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UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Washington, 25, D. C.

NATIONAL HOME DEMONSTRATION WEEK ;
Its Value, Follow-Up, and Accomplishments .

Summary for the Period, 1945-50* ,

VALUES RESULTING FROM HOME DEMONSTRATION WEEK //

Values of National Home Demonstration Week, as expressed by State home demonstration leaders and county home demonstration agents of the 48 States, Alaska, Hawaii, and Puerto Rico.

1. Affords a special time for giving an account of a service to the general public and brings the public's attention to the work of the Extension Service and particularly to home demonstration work. Through press, radio, and exhibits, both urban and rural people become better acquainted with the broad educational program as conducted through home demonstration work.

County officials are invited to meetings, leading to better understanding of home demonstration work when local appropriations are considered.

The week helps the general public to have a better appreciation and understanding of the practical homemaking aspects of the home demonstration program; its contribution to community life; the broadness of the program as shown by its interest in State, national, and international affairs; its application to local and county problems, and the way in which those who take part in it work together to help solve those problems.

People throughout the States are more aware of the work being done by the home demonstration groups. Ministers especially seem to understand better the value of home demonstration work to the community as a force for good. Editors, even of the largest papers, show through their editorials a better knowledge of the home demonstration programs. Some of the editorials have to do with home demonstration activities and others with the home demonstration agent herself. A greater appreciation of the agent and her work by the general public has resulted from National Home Demonstration Week.

*Summary prepared by Madge J. Reese, Field Agent, Division of Field Coordination.

The week brings about a closer cooperation between home demonstration groups and civic organizations. Business and professional people come to realize the influence of rural women as an organized group in the county and in the communities. Many counties reported "increased cooperation with other agencies" as a result of the week.

The general public is more conscious of the fact that a county-wide home demonstration program is being conducted for the benefit of rural and other families. "I never realized such opportunities were available to the homemaker," was a frequent comment by those who saw exhibits, listened to radio programs, and read the newspapers.

Summaries of project results published in newspapers, in the farm press, and in other periodicals, convince the public that the women have not limited themselves to interests within the home, but are active in projects devoted to community health, good citizenship, youth activities, and public policies.

Setting aside a week gives a splendid opportunity to acquaint the public (urban and rural) with home demonstration work and other important programs of the Extension Service, through a variety of methods that are effective.

2. Awakens interest among homemakers heretofore not requesting assistance. Increases requests for organization of home demonstration and special-interest groups. Increases enrollment in existing groups. Offers special encouragement to young mothers and other young women to participate actively in home demonstration programs.

The members of older groups are encouraged to do more to interest the younger women and to get them to join regular home demonstration groups or to organize special-interest groups. Young women and mothers are especially invited to meetings during the week.

Requests come from town and urban women wanting to join home demonstration clubs. In 1950, 937 new groups with 21,416 members were organized during the week and soon after. An increase in telephone calls, and other requests concerning home-making problems from nonmembers of home demonstration clubs is noted by county extension agents.

More and more farmers and other men realize how much home demonstration work means to their homes and take part in the improvement efforts. Many men join in the tours to homes to see new improvements.

Window displays, exhibits, special articles and pages in newspapers, and special radio programs during National Home Demonstration Week bring many questions to the county extension office from urban people.

Many nonmembers who read or hear of the home demonstration activities over the radio become interested.

3. Makes homemakers enthusiastic over their accomplishments and encourages home demonstration groups to plan programs with even larger goals. Affords an excellent opportunity for homemakers themselves to tell of the benefits of home demonstration work.

The officers and leaders seem to get a renewed appreciation themselves when they are given an opportunity to tell about the program before civic groups, in news stories, and over the radio. Because of this they take new interest in their own responsibilities in the club organization as they review their past records and plan for the future.

Families of home demonstration club members in many ways show that they are proud that their mothers or wives are a part of this big movement which has a week's celebration in May.

Special events give people more opportunity to "do something." Special events are looked forward to and therefore often create interest

Women become more conscious of the fact that their local club has the assistance of a State and national governmental educational agency.

The rural woman has a better conception of how valuable her role as homemaker really is, and takes pride in the fact that homemaking is the largest profession and one of the most important ones.

Makes the club members themselves more aware of the privileges, opportunities, and responsibilities that come from being active in a Nation-wide program designed for the improvement of American homes and rural life. Rural women, throughout the country feel proud to be addressed through letters, by the President of the United States, the Secretary of Agriculture, the Governor, the College President, State Extension Director, and the Director of Extension Work of the United States Department of Agriculture.

Most convincing are the statements on the value of home demonstration work, prepared by members of home demonstration clubs themselves and published in newspapers during the week.

4. Provides an opportunity for special recognition of volunteer leaders for their assistance to home demonstration work over a period of years.

Volunteer leaders receive recognition through appreciation expressed by other members of their groups and from State and county extension workers and other officials. Leaders appreciated letter sent to them in 1950 from the Director of Extension Work, United States Department of Agriculture.

The week affords opportunity to recognize local leaders through newspapers, at county and community meetings, and on radio programs.

Home demonstration club leaders are honored at such special events as teas, banquets, and achievement events.

Throughout the State the observance of National Home Demonstration Week affords a means whereby leadership is encouraged and strengthened in local clubs. Some members, inspired by the week, volunteer their assistance as local project leaders to receive special training and to pass on information and guidance to others.

Long-time local leaders, serving 15 to 20 years, are recognized in many counties by being presented special certificates signed by county and State extension workers.

FOLLOW-UP PLANS
RESULTING FROM NATIONAL HOME DEMONSTRATION WEEK

Summary for the Period 1945-50

Reported by State home demonstration leaders and county home demonstration agents of the 48 States, Alaska, Hawaii, and Puerto Rico.

Alerting Interest of Homemakers and Others

More home visits are needed and will be made in some areas of the county.

The week has stimulated the organization of a State Home Demonstration Council.

Will meet the requests for organization of new home demonstration clubs and make effort to increase membership in existing clubs.

Plan to organize more groups of young homemakers and encourage more young homemakers to join existing clubs.

Will send circular letters featuring different phases of home demonstration program to more women who do not attend meetings.

Guest days in clubs following Home Demonstration Week will be planned.

Invite the general public to more meetings, to achievement events, rally days and other occasions. Invite educators, public officials, and civic leaders to more State and county meetings, exhibits, and tours.

Hold more county play days (one-act play contest) and sewing-machine clinics in a corner of the county where there is least organized work, in order to create more interest.

Hold annual tea in each group to which members can invite large number of nonmembers.

Each club will keep an eye on families moving into the community and have a committee to inform new families about home demonstration work and invite them to attend meetings.

Each county home demonstration council has appointed a committee on home demonstration activities for young mothers.

A set of 50 colored slides on home demonstration activities has been developed by the home demonstration agent to show to a large number of people throughout the county.

September will be "Guest Month" in home demonstration clubs.

County and community tours to new and remodeled homes, improved kitchens, gardens, and landscaped home grounds.

Special program for senior high school girls to interest them in home demonstration work and further study in home economics.

Strengthening Volunteer Leadership

Further emphasize recognition of volunteer leaders. Some award may be prepared at State office and given to all project leaders.

Hold more county-wide training meetings of officers of home demonstration groups.

Give responsibility of plans for National Home Demonstration Week to a special committee of the county home demonstration council in each county.

Special Meetings and Activities

Improve home demonstration exhibits at county fairs.

Hold Achievement Day or other county-wide event in late fall in large number of counties.

Enlarge and improve the county home demonstration chorus.

Open-house meetings following each of the upholstering schools, inviting the public to see finished articles.

Display of some work in office window space each week, giving the public an opportunity to see the scope of the program.

County home demonstration councils entertain county board of commissioners and officials at dinner once each year.

Well-prepared skits featuring home demonstration work will be staged at meetings.

More flower and vegetable shows, cotton style dress shows, ham and egg shows, yard and garden tours during the year to call accomplishments to the attention of the general public.

Place signs along the roads pointing to communities having home demonstration clubs.

More Press, Radio and Television

More news articles and radio talks will be a logical follow-up; more statements and stories by homemakers themselves, both in press and over radio.

Weekly television will feature home demonstration work in order to acquaint urban families with extension work.

More clubs have been requested to contribute news concerning activities and accomplishments to weekly papers.

Continue news stories of home demonstration activities at timely intervals with emphasis on the "why" as well as the "what."

Will give more publicity to program planning days, Achievement Day, and leader training meetings.

The county home demonstration council will prepare a mimeographed sheet for the county fair board explaining the home demonstration program. The fair board will make wide distribution.

State office will conduct training school for home demonstration agents in news writing and radio script writing and broadcasting.

Local paper to carry a summary article of the year's activities in home demonstration work.

Feature story each month prepared by State extension office for State papers or magazines.

Each new home demonstration agent introduced to the public by news story and picture.

County extension office will purchase a camera to take pictures of special activities. These will be developed into slides to be used in group meetings and television shows.

NATIONAL HOME DEMONSTRATION WEEK

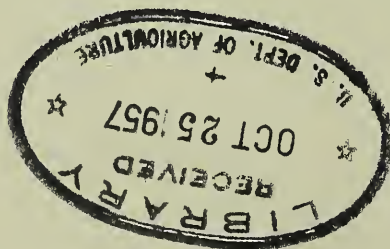
April 30 to May 6, 1950

REPORT SUMMARY

TOTALS

(Forty-eight States, Alaska, Hawaii, and Puerto Rico)

<u>1. SPECIAL STATEMENTS</u>		<u>COUNTY</u>	
By governors, mayors, extension directors, and leaders		95	95
<u>2. NEWS STORIES</u> - 378 (State-wide)		11,877	12,255
State-wide:			
Editorials	44	1,246	
News stories	194	10,264	
Feature stories	53		
Pictorial spreads	87		
Special editions		367	
<u>3. RADIO PROGRAMS</u> - 255 (State coverage)		1,957	2,212
Participation in State radio programs:			
Extension workers	201	1,212	
Rural women	198	8,421	
Others	86	2,677	
Total participating	485	12,310	(12,795)
<u>4. SPECIAL EVENTS</u>			
State meetings	94	13,098	County and community meetings 13,192
Attendance at State meetings	43,711	489,918	Attendance 533,629
		1,902	County meetings
		212,982	Attendance
		7,667	Community meetings
		181,929	Attendance
		731	Tours
		21,613	Attendance
		2,798	Other events
		73,394	Attendance
		30,459	Attendance of younger women
<u>5. EXHIBITS</u> - 13 (State)		11,632	11,645
<u>6. NEW GROUPS ORGANIZED</u>			
		937	New groups 937
		21,416	New members 21,416



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